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Father to Son

A few nights after Marshall Field Jr. had moved his newly acquired Daily News into his handsome Chicago Sun-Times building alongside the Chicago River in 1961, the editor-publisher stopped by the desk of one of his columnists to ask how things were going. The writer, diffidently attempting some small talk, replied that he still had his battered old typewriter. Field hurried away and in a few minutes returned carrying a new typewriter in his arms.

In a way, the incident typified Field's qualities of earnest generosity and his brisk, direct manner. Field, who died at his Chicago home of a congestive heart failure brought on by viral infection at the age of 49, entered the newspaper business on the circulation trucks of the old Chicago Sun, which was started by his father, Marshall Field III. He was a wholly unpretentious man, who insisted that his employees call him by his first name. But there was no phony folksiness about him—he was Harvard magna cum laude, a Silver Star winner in the Navy during World War II and a millionaire whose family for four generations has been among the most prominent and wealthiest in Chicago and the nation.

Field, like his father, was also a prudent man. Because a plan of inheritance was drawn up long ago, the dynasty will remain intact, and last week 24-year-old Marshall Field V began his Chicago apprenticeship to prepare himself to head Field Enterprises, Inc.

In 1952, young Field's grandfather established the trust that now holds more than two-thirds of the common stock in Field Enterprises. Under terms of the trust, the late Marshall Field Jr. became one of four trustees who have operated the corporation since Field III died in 1956. The same succession plan went into effect this week for Marshall Field V. He was also elected to the Field Enterprises board of directors and he will become a trustee as soon as legal formalities are completed. But technically he cannot be a "family trustee" (with two votes in case of a tie on the board) until he reaches the age of 25.

The corporation young Field will eventually head started in 1941 as a single newspaper, but under Marshall Field Jr. it grew into a diversified communications empire with sales of $200 million a year and a net profit of more than $10 million. The empire includes The Chicago Daily News and Sun-Times newspapers, Childcraft and World Book encyclopedias and the World Book Science Service, Publishers Newspaper Syndicate with 1,800 clients, the Manistique Pulp and Paper Co., and WFLD, a new Chicago UHF television station. Before his death Field was considering buying a newspaper in Honolulu, among other projects. "I take no salary or dividends from the two papers," he once said. "I don't want to. We must make a profit and we will, but we will plow that profit back into the papers—more money for editorial salaries, more money for increased staff."

His father was a liberal who backed PM and founded the Sun to combat The Chicago Tribune's isolationist views (just after the Sun's birth the Japanese attacked Pearl Harbor). Field's politics were Eisenhower-Nixon Republican, though his papers endorsed Lyndon Johnson in 1964. While both papers have lost some circulation since raising daily prices from seven to ten cents, stance. The Sun-Times has a 534,579 morning circulation and 716,513 on Sunday, compared with the Tribune's 844,934 daily and 1,190,965 on Sunday. The evening News (480,632 daily, 497,039 Saturday) is in a lively fight with the Tribune-owned American (434,156 daily, 524,988 Sunday).

The Regency: Continuity of the Field papers' news policies and editorial page views seems assured by the regency arrangement. While young Field goes through the same department-by-department newspaper training that his father underwent, the corporation will be run by George B. Young, 52, a former Barnard College history instructor who was a lawyer before joining the company in 1953. Another key figure in the regency will be Edward Farley, 60, senior vice president.

The younger Field has been working in the circulation department of The New York Herald Tribune, promoting the Trib in schools and colleges; he is a member of the Newspaper Guild. He was out of his job when the Trib closed down during the New York dim-out.

A '63 Harvard graduate who majored in fine arts and has already started a collection of French impressionist paintings, Field prepared last week to move with his wife to Chicago. First, he met the corporation's top executives in its dark-paneled fourth-floor board room and told his father's colleagues: "It is my ambition to become a newspaperman. I want to undergo whatever training and preparation is necessary to achieve the right to sit as an equal among this group."

Later, sitting at his father's big desk, with his coat off, he said: "At this point I don't know enough about the business to meddle in it. I'll just support the men

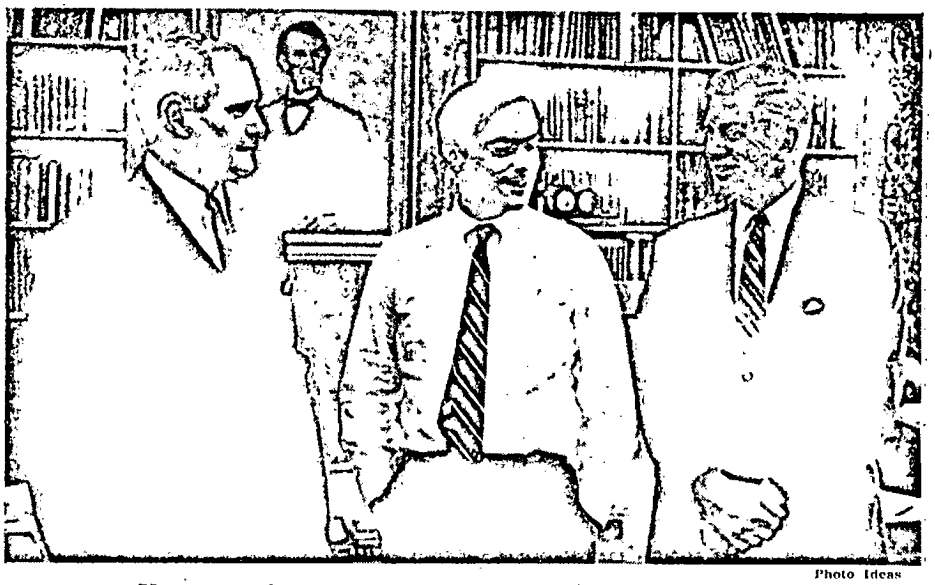

Photo Ideas

Young, Field and Farley: Beginning an apprenticeship

Newsweek—Jeff Lowenthal

Marshall Field Jr.: Earnest generosity

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